

## MUNTASIR HASAN

Tangail, Bangladesh

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## PROFESSIONAL SUMMARY

Results-driven Marketing Strategist and Entrepreneur with over three years of experience in digital advertising, brand conceptualization, and performance marketing. As the Founder of VARENO Events BD, I have a proven track record of managing full-funnel Meta Ads campaigns and leveraging Google Analytics to optimize ROI. Expert in bridging the gap between creative UI/UX design and data-backed business strategy. A multilingual communicator and decorated public speaker, I excel at client acquisition, high-stakes presentations, and scaling brand presence across diverse cultural markets.

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## PROFESSIONAL EXPERIENCE

### Founder & CEO

#### VARENO Events BD

- Lead brand strategy, event conceptualization, and high-value client acquisition.
- Direct multi-channel digital marketing campaigns and long-term growth planning.
- Oversee operational execution and business development for large-scale events.

### Managing Director

#### Bangladesh Rising Foundation

- Supervise organizational planning and community-driven marketing initiatives.
- Coordinate leadership activities and project implementation to increase brand awareness.

### Digital Advertising Specialist

#### Independent Contractor

- Managed end-to-end advertising campaigns using Meta Ads Manager for diverse clients.
- Analyzed and optimized campaign performance using Google Analytics to drive conversions.
- Executed data-driven marketing strategies to improve brand visibility and engagement.

## Front-End Developer & UI/UX Designer

**Freelance/Project-Based (3 Years)**

- Developed responsive websites using HTML, CSS, JavaScript, and Tailwind CSS.
- Designed high-fidelity UI prototypes in Figma to enhance digital marketing landing pages.
- Delivered user-centered digital solutions that prioritize conversion and brand identity.

## Restaurant Operations Management

**Operational Specialist (1.5 Years)**

- Assisted in operational planning and workflow optimization to increase service efficiency.
- Managed staff coordination and customer-facing communications.

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## EDUCATION

### Bachelor of Business & Management (BBM)

Daffodil International University | Starting May 2026

### Higher Secondary Certificate (HSC) – Science

Ghatail Cantonment English School & College | GPA: 4.17 / 5.00

### Secondary School Certificate (SSC) – Science

Daffodil International School, Tangail | GPA: 5.00 / 5.00

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## SKILLS & CERTIFICATIONS

### Technical Skills

- **Marketing & Analytics:** Meta Ads Manager, Google Analytics, Brand Strategy, Performance Marketing.
- **Design & Tech:** Figma, HTML, CSS, JavaScript, Tailwind CSS.

### Languages

- **Bangla:** Native
- **English:** Fluent (Reading, Writing, Speaking, Thinking)
- **Hindi:** Fluent
- **Urdu:** Fluent
- **Chinese:** Beginner

- **Dutch:** Beginner

## Certifications

- Freelancing Certificate – 10 Minute School.
  - Business & Management Certifications – LinkedIn Learning.
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## LEADERSHIP & ACHIEVEMENTS

- **Public Speaking:** 9-time Extempore Speech Champion; 4-time Debate Champion; 2-time Best Speaker Award.
  - **Leadership:** Ex-School Representative & Parade Commander (8 years); Ex-College Prefect (1.5 years).
  - **Awards:** 2-time Upazila Singing Competition Winner; Intra-School Football Champion.
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## REFERENCES

Available upon request.

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